



Vice President of Communications

TERM: 2 YEAR (1 ELECT, 1 PRIMARY) - ELECTED (The officer year shall run from June to June)

Description:

There shall be a VICE PRESIDENT-ELECT FOR COMMUNICATIONS who shall become familiar with the work of this Association in preparation for the term as Vice President for Communications. The Vice President-Elect shall work in conjunction with the Vice President for Communications to manage communications on behalf of the Association.

There shall be a VICE PRESIDENT FOR COMMUNICATIONS who shall be responsible for establishing and maintaining all of the communication outlets for the Association including web and print such as Annual Conference announcements, professional development announcements, email communications, and social media. The Vice President for Communications shall be the primary point of contact for the Webmaster.

Criteria:

All Executive Board officers shall be Regular, Honorary, Student, or Crystal Circle members of the Association during their term of office and shall be affiliated with an institution of post-secondary education in New York State for the same period. Exceptions to this affiliation requirement may be made by a simple majority of the Executive Board. Members who are employees of "for profit" organizations cannot use an Executive Board position to solicit business.

As a member of the Executive Board, each Officer is required to attend all Executive Board meetings and shall have voice and vote at all meetings.

General Responsibilities:

- Demonstrate an understanding of the CSPA-NYS [mission, vision, equity and inclusion statement](#), as well as the knowledge and skills necessary to fulfill the responsibilities of the position.
- Attend all Board and applicable committee meetings.
 - The majority of Board meetings are facilitated via video conference and others are in-person which may require travel during a business day at individual (or institution) expense. Due to COVID-19, there are no in-person meetings scheduled at this time.
- Attend the CSPA-NYS Annual Conference at individual (or institution) expense.
- Be well versed in the organization's Bylaws, mission, services, and policies.
- Provide candid and constructive ideas, advice, and comments in support of Association activities.
- Nominate prospective Board members and fill vacancies as needed.
- Be a champion for and inform others about the Association and its activities.



- Serve on committees and take on special assignments.
- Participate in Association governance through election of new officers and other matters to fulfill the requirements under the articles of the organization.
- Approve expenditures according to authorized limits and guidelines.
- Stay well informed about the organization by carefully reading minutes of Board Meetings, financial statements, and other materials. Take seriously the legal, fiscal, and ethical responsibilities the Board carries.

Specific Tasks:

Elect

- The VP for Communications - Elect shall serve as a liaison to The Annual Conference Marketing Chairperson to send marketing materials to membership. (Conference-related marketing is developed by the conference marketing team).
- Works to update events pages on the Website.
- Collaborates with Professional Development and Membership groups to create membership recruitment materials and event advertising.
- Designs and updates all Association marketing materials as directed by the VP for Communications.
- Manages all Association social media accounts.
- Assist the Vice President for Communications with specific tasks as needed in preparation for term as Vice President for Communications.

Primary

- Responsible for providing leadership to the following positions: Webmaster, VP for Communications - Elect, and Communications Committee members.
- Coordinates all of the communication outlets for CSPA-NYS including Annual Conference announcements, professional development announcements, email communications, and proofreading of all documents.
- Support the VP for Communications - Elect in oversight of all Association social media accounts.
- Responsible for an annual assessment of communication strategies and efforts used by the Association as part of association-wide assessment.
- Serves as chair of the Communications Committee.
- Responsible for maintaining all branding guidelines, communications operations calendar and manual for communications and making updates when necessary.
- Review, edit and offer constructive criticism and advice for all forms of communication to the membership to maintain consistency in image and a professional presentation of the Association.
- Develop annual schedule of all communications and ensure communications deadlines and needs are met.
- Manage the communications budget.
- Responsible for the upkeep and maintenance related to the association website.
- Directly handles website troubleshooting and assists with other technological troubleshooting across the association.
- Receive and apply updates from Association committees and update pertinent web page content.



- Provide website training for the association members in regards to their positions.
- Act as a liaison between the association and their content management system provider (currently: Squarespace - www.squarespace.com).

Time Commitment:

- Monthly E-Lert content gathering and organization takes 2 – 5 hours.
- Graphic design and print marketing varies, but can be time consuming.
- Regular meetings with Webmaster & VP for Communications – Elect and communications committee members.
- Overview of Communications Committee.
- Review and editing of the website, conference and event content, and messages to the membership takes 2-5 hours each month
- Maintain consistent communication with all factions of the Association to stay ahead of communication needs.